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CONSUMER PURCHASES OF

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# CITRUS AND OTHER JUICES

December 1961

CPFJ - 124

U. S. DEPARTMENT OF AGRICULTURE  
ECONOMIC RESEARCH SERVICE  
IN COOPERATION WITH  
THE FLORIDA CITRUS COMMISSION

## PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, canned grapefruit sections, and canned fruit drinks. Beginning with January 1961, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 10,000 household consumers. This is an expansion of the sample of about 6,000 households that was used from 1954 through 1960.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice. However, the data are considered reliable indicators of both trends and relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

February 1962

Based on data collected for the Florida Citrus Commission by the  
Market Research Corporation of America

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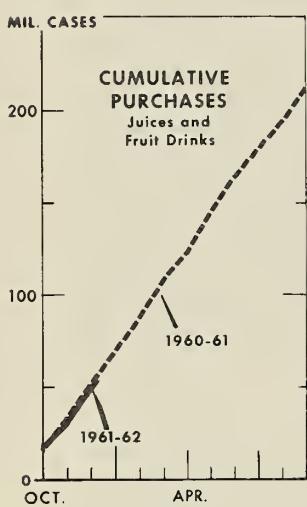
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CONSUMER PURCHASES OF CITRUS AND OTHER JUICES  
DECEMBER 1961

By Clive E. Johnson  
Marketing Economics Division  
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases by hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons.

HIGHLIGHTS



Household consumption of frozen concentrated juices (single-strength equivalent basis), chilled orange juice, canned single-strength juices, and canned single-strength fruit drinks totaled about 17.4 million cases in December 1961, the same as in December 1960. Expenditures for juices and fruit drinks amounted to \$60.1 million, compared with \$59.1 million a year earlier. Purchases of and expenditures for canned grapefruit sections were down. 1/

By product groups, consumption of frozen concentrated juices in December was about the same as a year earlier. Use of canned single-strength juices was up counter-seasonally from November, and was moderately greater than in December 1960. On the other hand, movement of canned fruit drinks was down 7 percent.

Among individual products, purchases of chilled orange juice rose 14 percent and frozen orange concentrate 3 percent over a year earlier to reach new December peaks. In contrast, consumption of canned single-strength orange juice dropped to a new low for December. Purchases of the 3 orange juices accounted for 46.4 percent of the total quantity of juices and fruit drinks bought for home consumption in December, and for 51 percent of total expenditures.

1/ Monthly and cumulative data in this report are for 28-day periods to facilitate comparisons. Cases are the equivalent of 24 No. 2 cans...432 ounces per case, except 480 ounces for canned grapefruit sections. Expenditures are based on prices paid for common can sizes as shown in Table 1.

Consumption of pineapple and prune juices were up a little to new December highs. Tomato juice gained 10 percent, and canned grapefruit juice was up 31 percent, the greatest gain reported for any product. Use of miscellaneous canned single-strength juices was down, and miscellaneous frozen concentrated juices were off 28 percent, the sharpest decline reported.

Purchases of canned orange drink dropped 9 percent, and pineapple-grapefruit drink 22 percent in comparison with a year earlier. In contrast, use of miscellaneous canned fruit drinks increased moderately.

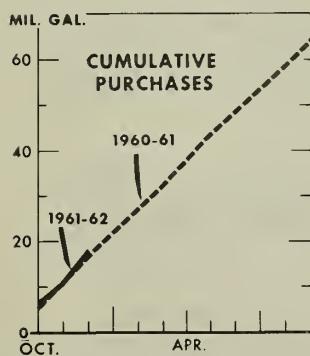
Prices paid for orange products, pineapple juice, prune juice, canned fruit drinks, and miscellaneous frozen concentrates were higher than a year earlier. In contrast, prices for grapefruit products declined, as did those for tomato juice and miscellaneous canned juices.

Somewhat fewer oranges were shipped to the fresh fruit market in December than a year earlier, reflecting a decline in movement of California-Arizona oranges that more than offset a gain in movement of Florida oranges. On the other hand, shipments of fresh grapefruit were up about a tenth.

Cumulative purchases of juices and fruit drinks in the first 3 months of the season beginning with October, were about the same as in the corresponding period of 1960-61 as illustrated by the chart in the margin.

#### FROZEN CONCENTRATED AND CHILLED JUICES

##### FROZEN ORANGE CONCENTRATE RISES TO NEW DECEMBER HIGH



Household purchases of frozen concentrated orange juice rose contraseasonally over November to reach 5.7 million gallons in December 1961. This was 3 percent more than bought in December 1960, and was the heaviest movement reported for the month in this 13-year series. December purchases were appreciably exceeded only in May 1957, when prices dropped to 14 cents per 6-ounce can, and movement climbed to an all-time high of 6.3 million gallons.

December prices averaged 19.9 cents, 0.5 cent higher than a year earlier, and 1.6 cents higher than the 1955-59 December average.

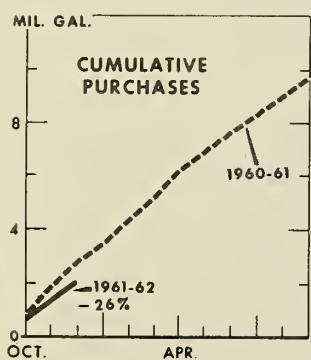
The proportion of families buying, 29.8 percent, was off slightly from the high level of a year earlier. The average size of purchase, 7.6 cans, however, was larger. This represented an expenditure of \$1.51 per buying family in December (28-day period). In comparison, expenditures for other juices and fruit drinks ranged from 56 cents for tomato juice to \$1.42 for chilled orange juice. Expenditures for frozen orange concentrate totaled \$24.3 million in December, 6 percent more than a year earlier.

This one product accounted for 39 percent of all juices and canned fruit drinks bought for home consumption in December, and for 40.5 percent of the total amount spent for those products. Both proportions were higher than a year earlier, reflecting gains for frozen orange concentrate and declines in both consumption and expenditures for competing products.

Cumulative purchases in the first 3 months of the 1961-62 season held about the same as in the corresponding period of 1960-61, as indicated by the chart in the margin. However, the quarter's purchase was 18 percent greater than the 1955-59 average for this 3-month period. (See pages 14, 15, 16, and 28.)

#### MISCELLANEOUS FROZEN CONCENTRATES DOWN SUBSTANTIALLY

Household purchases of miscellaneous frozen concentrates, such as grape, grapefruit, pineapple, and blends, totaled only 640,000 gallons in December. This represented a decline of 28 percent from a year earlier, and the smallest December volume since 1957.



October-December purchases were 26 percent behind the same period a year earlier, as shown by the chart at the left. This was a continuation of the slow movement that has persisted for about a year.

These products accounted for only 4.4 percent of total juice and fruit drink purchases in December, compared with 6.1 percent a year earlier.

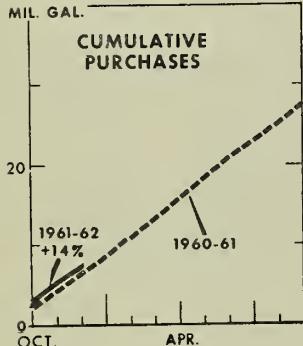
An average 6-ounce can of miscellaneous concentrates cost consumers 19 cents, compared with 18.6 cents in December 1960. (See page 14.)

## TOTAL CONSUMPTION OF FROZEN CONCENTRATES ABOUT THE SAME

The gain in use of frozen orange concentrate over December 1960 was about offset by the loss in consumption of miscellaneous frozen products. As a result, December purchases of all frozen concentrates held about the same as a year earlier. The share of market, however, was down to 43.4 percent from 43.9 percent. This loss reflected an increase in use of chilled orange juice and canned single-strength juices.

Cumulative purchases of frozen concentrated juices in the first quarter of the 1961-62 season totaled a little less than the corresponding period of 1960-61.

## CHILLED ORANGE JUICE ALSO RISES TO A NEW DECEMBER HIGH



Household purchases of chilled orange juice rose to 2.4 million gallons in December, a new record for the month. This represented a 14-percent gain in consumption over December 1960, the previous high month, and a 46-percent gain over the 1956-59 December average.

About 5.1 percent of families bought the product, compared with 4.6 percent a year earlier. The average purchase of 3.5 quarts per buying family, however, was a little smaller,

December retail prices were up 1.5 cents from a year earlier to 40.9 cents per quart. Buying-family expenditures averaged \$1.42 in December (28-day period). Except for frozen orange concentrate, this was substantially more than spent for other products.

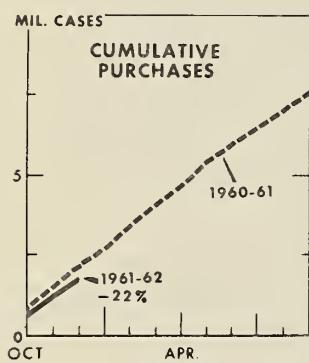
Chilled orange juice accounted for 4.1 percent of the total quantity of juices and fruit drinks bought for home consumption in December, and consumer expenditures of \$4 million represented 6.5 percent of total expenditures for juices and drinks. Both proportions were well above year-earlier levels. (See page 17.)

## CANNED SINGLE-STRENGTH JUICES

### CANNED ORANGE JUICE DROPS TO NEW DECEMBER LOW

Purchases of canned orange juice were down 13 percent from a year earlier to 580,000 cases, a new December low in this 13-year series. Purchases in the first quarter of the 1961-62 season averaged but 570,000 cases

## CANNED ORANGE JUICE -- Continued

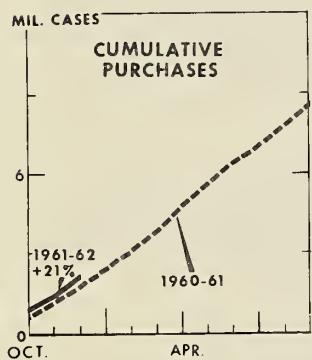


per month, 22 percent less than in the same period of 1960-61, and 37 percent less than the 1955-59 December average.

Only 5.2 percent of families bought canned orange juice in December as against 6.2 percent a year earlier. This was about the smallest proportion reported in this series. The average purchase of 1.9 cans per buying family was also below average.

Retail prices rose to 43 cents per 46-ounce can in December, an increase of 3.9 cents over a year earlier, and 7.4 cents over the December average. Despite the price increase, however, total consumer expenditures for the product, (\$2.3 million) were down moderately from December 1960, and were substantially below the 1955-59 average. (See page 18.)

## GRAPEFRUIT JUICE UP A THIRD



Household consumption of grapefruit juice amounted to about 800,000 cases in December, a gain of 31 percent over a year earlier. This was the largest December volume since 1955, when 930,000 cases were bought. Grapefruit juice accounted for 4.6 percent of total purchases of juices and fruit drinks in December, compared with only 3.5 percent a year earlier.

Cumulative purchases in the first quarter of the 1961-62 season were 21 percent ahead of the same period of 1960-61, as shown by the chart in the margin. Nonetheless, the quarter's purchase was off 6 percent from the 1955-59 average for the quarter.

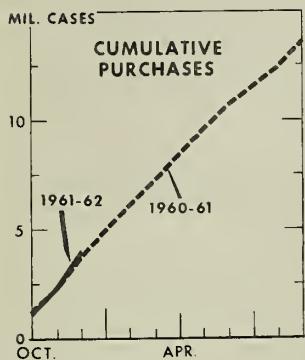
The gain in use over December 1960 was a result of an increase in the proportion of families buying, coupled with a larger size of purchase.

Retail prices averaged 28.4 cents per 46-ounce can, 2.6 cents less than a year earlier. However, as a result of increased use, buying-family expenditures (70 cents) and total expenditures for the product, (\$2.1 million) were both about 17 percent greater than a year earlier. (See page 19.)

## PINEAPPLE JUICE CLIMBS TO A NEW DECEMBER RECORD

Consumption of pineapple juice rose contraseasonally over November to a new December record of 1.3 million cases. This represented gains of 4 percent over a year

PINEAPPLE JUICE - Continued



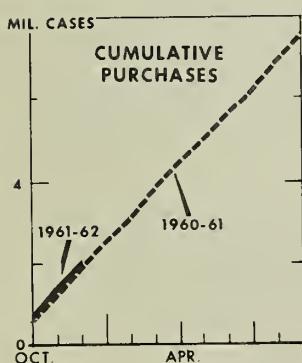
earlier and 17 percent over the December average (1955-59).

About 10.1 percent of families bought the product, compared with 9.6 percent in December 1960. Part of that gain, however, was offset by a smaller size of purchase.

A 46-ounce can of pineapple juice cost consumers an average of 28.3 cents in December, 0.3 cent more than a year earlier. Users spent about 62 cents for pineapple juice in December. Except for tomato juice, this was considerably less than spent for other individually reported products.

Pineapple juice accounted for 7.3 percent of the total quantity of juices and fruit drinks bought for home consumption in December and for 5.7 percent of total expenditures. (See page 20.)

PRUNE JUICE ALSO SETS NEW RECORDS



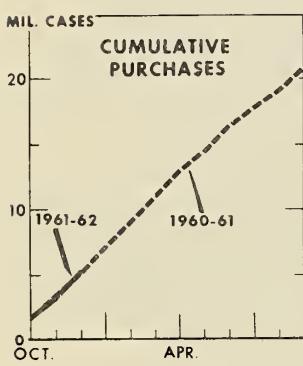
Consumption of prune juice edged up from December 1960 to 628,000 cases, the largest December volume yet recorded in this 13-year series. Cumulative purchases in the first quarter of 1961-62 were also slightly greater than in the same period of 1960-61, as indicated in the chart in the margin.

About 6.7 percent of the Nation's families bought prune juice in December, the largest proportion reported for the month since 1957. The average purchase of 2.4 quarts per buying family, however, was slightly smaller than a year earlier.

Retail prices rose to a new December high of 43.9 cents per quart. This was 0.4 cent more than paid a year earlier and 7.7 cents more than the 1955-59 December average. At these prices, users spent \$1.03 for prune juice in December (28-day period), compared with 80 cents in the average December.

Prune juice accounted for 3.6 percent of the total household market for juices and fruit drinks in December, and for 6.2 percent (\$3.7 million) of the total amount spent for those products. Both proportions were about the same as a year earlier. (See page 21.)

## TOMATO JUICE UP 10 PERCENT



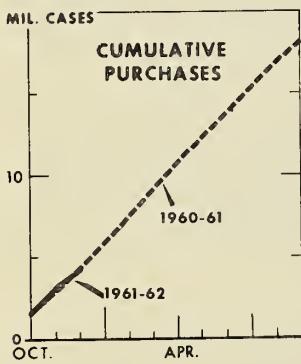
About 1.7 million cases of tomato juice were bought for home consumption in December 1961, an increase of 10 percent over both a year earlier and the 1955-59 December average. This was a near record volume for the month, being only slightly exceeded in December 1953.

Consumption averaged 2.0 cans among the 15.3 percent of families that bought the product. Both components of total use were larger than a year earlier.

Retail prices averaged 28 cents per 46-ounce can in December, 0.5 cent less than a year earlier. However, as a result of the increase in movement, buying-family expenditures held at 56 cents, and total expenditures were up about 9 percent.

Tomato juice accounted for 10 percent of total juices and drinks purchased in December and for 7.7 percent of total expenditures. Both proportions were well above year-earlier levels. (See page 22.)

## MISCELLANEOUS CANNED JUICES OFF MODERATELY



Household use of miscellaneous canned juices, such as apple, tangerine, or blends, was down 6 percent or 100,000 cases in comparison with December 1960. Purchases for the season, however, held about the same as in the corresponding months of 1960-61.

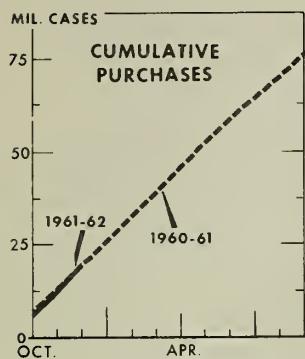
About 17.2 percent of the Nation's families bought one or more of these products in December, compared with 18.2 percent a year earlier. The average size of purchase of 1.4 cans per buying family held about the same.

A 46-ounce can of miscellaneous juices cost consumers 36.8 cents in December, slightly less than a year earlier. These products accounted for about 8 percent of total purchases of and total expenditures for juices and fruit drinks in December. (See page 26.)

## CANNED JUICES UP 4 PERCENT IN TOTAL

Total consumption of canned single-strength juices in December was up 4 percent -- 220,000 cases -- in comparison with December 1960. Purchases also increased over November, in contrast to the usual November-December decline.

## TOTAL CANNED JUICES -- Continued

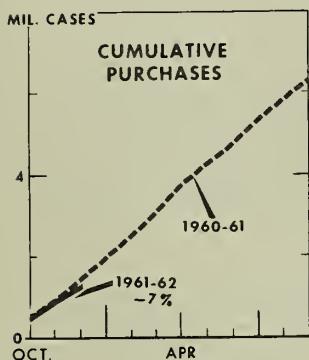


Size of purchase averaged 2.7 cans (46-ounce) among the 41.5 percent of families that bought one or more canned juices in December. Both components of total movement were greater than in November. Comparable data are not available for a year earlier.

The market share for canned juices increased to 37 percent from 35.7 percent a year earlier. Expenditures for these products, about \$21 million, represented 35 percent of the total amount spent for juices and fruit drinks in both December 1960 and 1961. (See page 27.)

## CANNED SINGLE-STRENGTH FRUIT DRINKS

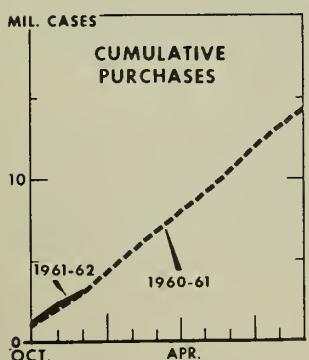
### ORANGE DRINK CONTINUES TO DECLINE



December consumption of canned orange drink was off 9 percent (43,000 cases) from December 1960, and cumulative purchases for the first 3 months of the season were 7 percent (100,000 cases) behind the same period of 1960-61. These decreases were associated with a decline in the proportion of families using the product.

Retail prices, which have been on the upswing for several months, averaged 32.8 cents per 46-ounce can, up 1.2 cents from a year earlier, and 3.8 cents from the 1955-59 December average. Despite the price advance, however, consumer expenditures (\$1.3 million) were down 7 percent in comparison with December 1960. (See page 23.)

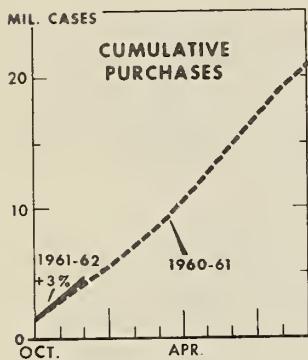
### PINEAPPLE-GRAPEFRUIT DRINK DROPS 22 PERCENT



In contrast to the gains made by grapefruit juice and pineapple juice, consumption of pineapple-grapefruit drink was off 22 percent, 240,000 cases, from December 1960. This reflected a decrease of 1.3 percentage points in the proportion of families buying, and a decline in the average size of purchase. The product accounted for only 5 percent of the market in December, compared with 6.4 percent a year earlier.

December prices averaged 28.3 cents per 46-ounce can, an advance of 1.5 cents over a year earlier. As a result of the decline in volume, however, total expenditures (\$2.3 million) were down 18 percent from December 1960. (See page 24.)

## MISCELLANEOUS FRUIT DRINKS UP MODERATELY

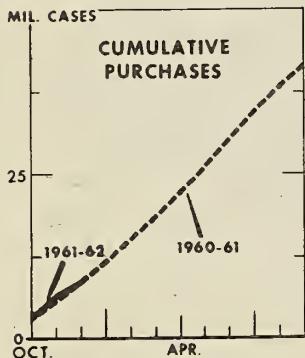


Consumption of miscellaneous canned fruit drinks increased 6 percent (75,000 cases) over December 1960, in contrast to the decline in use of orange and pineapple-grapefruit drink. These products accounted for 8.1 percent of the total juice and drink market in December, a moderately larger share than a year earlier.

About 11 percent of families bought one or more miscellaneous fruit drinks in December, compared with 10.4 percent in December 1960. The average size of purchase, 2.2 cans per buying family, however, was smaller.

Retail prices increased slightly to 35.1 cents per 46-ounce can. Prices of these products have held 2 to 8 cents above those for orange or pineapple-grapefruit drink during the 2 years data are available. (See page 26.)

## CANNED FRUIT DRINKS OFF 7 PERCENT IN TOTAL



The total quantity of canned fruit drinks bought for home consumption in December was down 7 percent, 200,000 cases, in comparison with December 1960. As a result, the market share dropped to 15.5 percent from 16.7 percent.

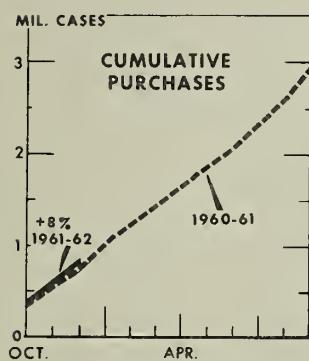
Prices paid for fruit drinks were higher than a year earlier, but nevertheless, consumer expenditures for these products (\$8.2 million), were down 5 percent as a result of the decline in volume. This amount represented 13.7 percent of total expenditures for juices and fruit drinks in December. A year earlier, fruit drinks accounted for 14.5 percent of total expenditures.

Purchases of canned fruit drinks averaged 2.7 cans (46-ounce) per buying family, with 17.6 percent of families buying one or more of these products during the month. Data are not available for a year earlier.

Cumulative purchases of fruit drinks in the first quarter of the current season held the same as a year earlier. Purchases of canned juices, in comparison, also held even, but frozen concentrates were off. (See page 27.)

## CANNED GRAPEFRUIT SECTIONS

### PROPORTION OF FAMILIES BUYING SECTIONS DROPS TO NEW LOW



Only 3.2 percent of families bought canned grapefruit sections in December. This represents the smallest proportion of buying families reported in this 6-year series. Average size of purchase was also on the small side. The declines were associated with an increase in movement of fresh grapefruit to market places.

Consumption of canned grapefruit sections dropped to 174,000 cases in December, a decline of 10 percent from a year earlier, and 19 percent from the 1956-59 December average. Purchases have not been lower than this in the 6 years these data are available.

Retail prices averaged 20.8 cents per No. 303 can in December, 0.7 cent less than a year earlier. Consumer expenditures for the product amounted to \$1.1 million, 8 percent less than a year earlier.

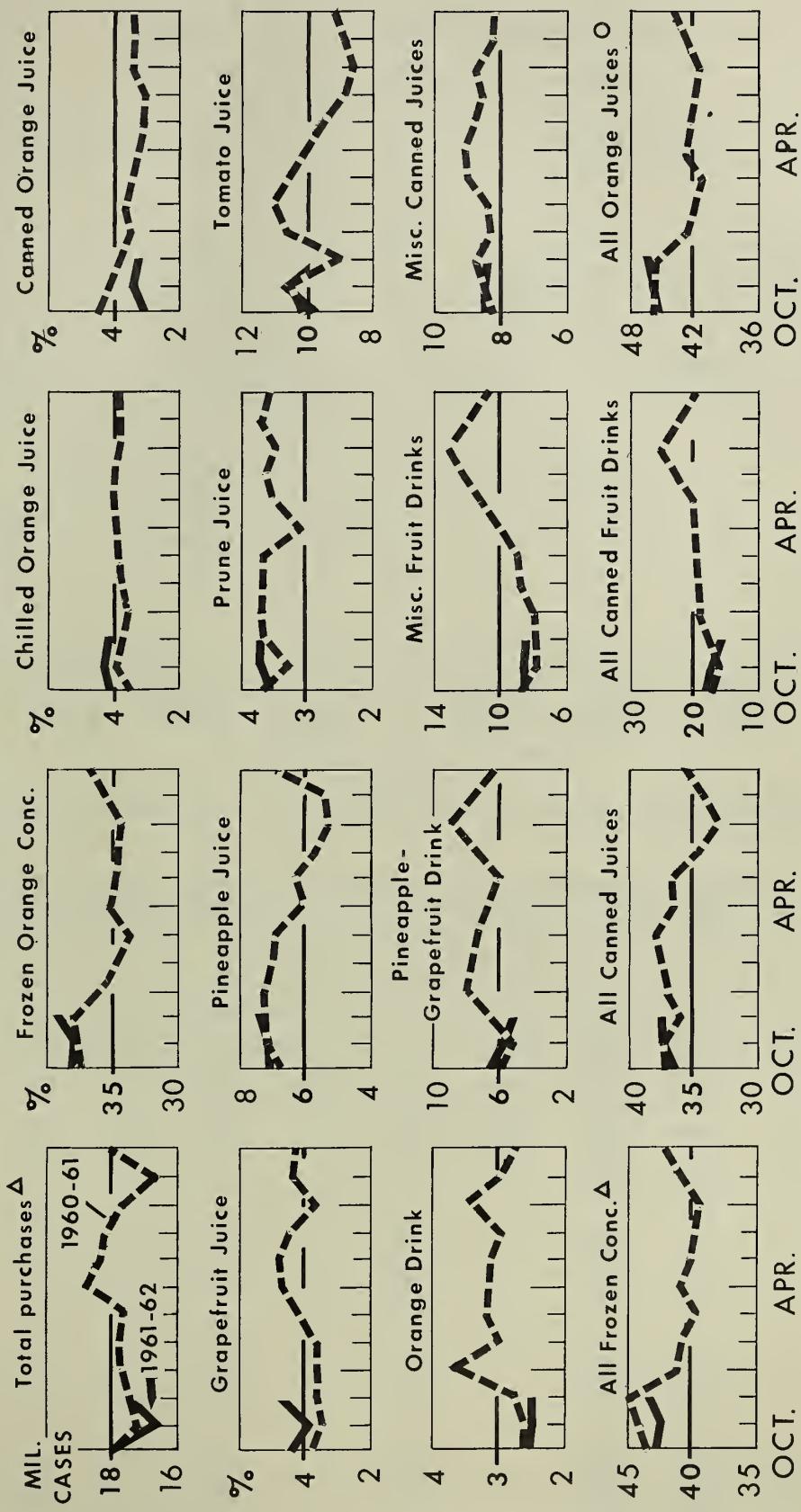
Total purchases of grapefruit sections in the first quarter of the 1961-62 season remained above year-earlier levels, reflecting heavy buying in October and November. (See page 25.)

Table 1. SUMMARY: Volume and distribution of consumer purchases, percentage of families buying, and average prices paid for selected citrus juices and other products, December 1960-December 1961 <sup>1/</sup>

Commodity	Total purchases			Proportion of families buying			Purchases per buying family			Average price paid per can		
	Volume		Proportion of total	Number		Average size: per month	Dec. 1960		Dec. 1961	Dec. 1960		Dec. 1961
	Dec. 1961	Dec. 1960	Change from 1961 to 1960	Dec. 1960	Dec. 1961	Dec. 1960	Dec. 1960	Dec. 1961	Dec. 1961	Can size	Dec. 1961	Dec. 1960
FROZEN CONCENTRATED JUICES:	1,000 gals.	1,000 gals.	Pct.	Pct.	Pct.	Pct.	No.	No.	No.	Ozs.	Ozs.	Ozs.
Orange	5,728	5,552	+3	39.0	37.8	29.8	30.1	2.0	2.1	22.7	21.6	46
Miscellaneous	643	898	-28	4.4	6.1	---	---	---	---	---	---	45
Total	6,371	6,450	-1	43.4	43.9	---	---	---	---	---	---	6
CHILLED ORANGE JUICE	2,410	2,122	+14	4.1	3.6	5.1	4.6	2.7	2.7	10.6	11.5	111
CANNED SINGLE-STRENGTH JUICES:	1,000 cases <sup>2/</sup>	1,000 cases <sup>2/</sup>										
Orange	579	667	-13	3.3	3.8	5.2	6.2	1.6	1.8	54.4	49.8	89
Grapefruit	796	606	+31	4.6	3.5	5.7	5.0	1.6	1.5	71.9	64.0	113
Pineapple	1,275	1,232	+4	7.3	7.1	10.1	9.6	1.4	1.5	71.1	70.9	101
Prune	628	620	+1	3.6	3.6	6.7	6.4	1.8	1.9	41.2	41.1	75
Tomato	1,744	1,580	+10	10.0	9.1	15.3	14.7	1.5	1.6	60.4	56.5	92
Miscellaneous	1,416	1,510	-6	8.2	8.7	17.2	18.2	1.7	1.7	40.0	38.9	66
Total	6,438	6,215	+4	37.0	35.7	41.5	40.5	2.3	2.3	53.8	53.8	124
CANNED SINGLE-STRENGTH FRUIT DRINKS:												
Orange	466	466	-9	2.4	2.7	3.0	3.3	1.5	1.5	76.0	75.5	113
Pineapple-grapefruit	875	1,115	-22	5.0	6.4	6.3	7.6	1.5	1.4	77.8	87.9	112
Miscellaneous	1,404	1,329	+6	8.1	7.6	10.9	10.4	1.7	1.7	61.1	61.4	103
Total	2,702	2,910	-7	15.5	16.7	17.6	17.6	1.8	1.8	67.8	67.8	123
GRAND TOTAL JUICES AND FRUIT DRINKS <sup>3/</sup>	17,404	17,398	0	100.0	100.0	100.0	100.0	---	---	---	---	---
CANNED GRAPEFRUIT SECTIONS	174	193	-10	---	---	3.2	3.4	1.5	1.4	35.7	36.4	49

<sup>1/</sup> Data are for 4-week (28-day) periods to facilitate comparisons. <sup>2/</sup> Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections. <sup>3/</sup> Includes single-strength equivalent of frozen concentrates. <sup>4/</sup> No. 303 can.

## TOTAL CONSUMER PURCHASES & SHARE OF MARKET OF JUICES & CANNED FRUIT DRINKS

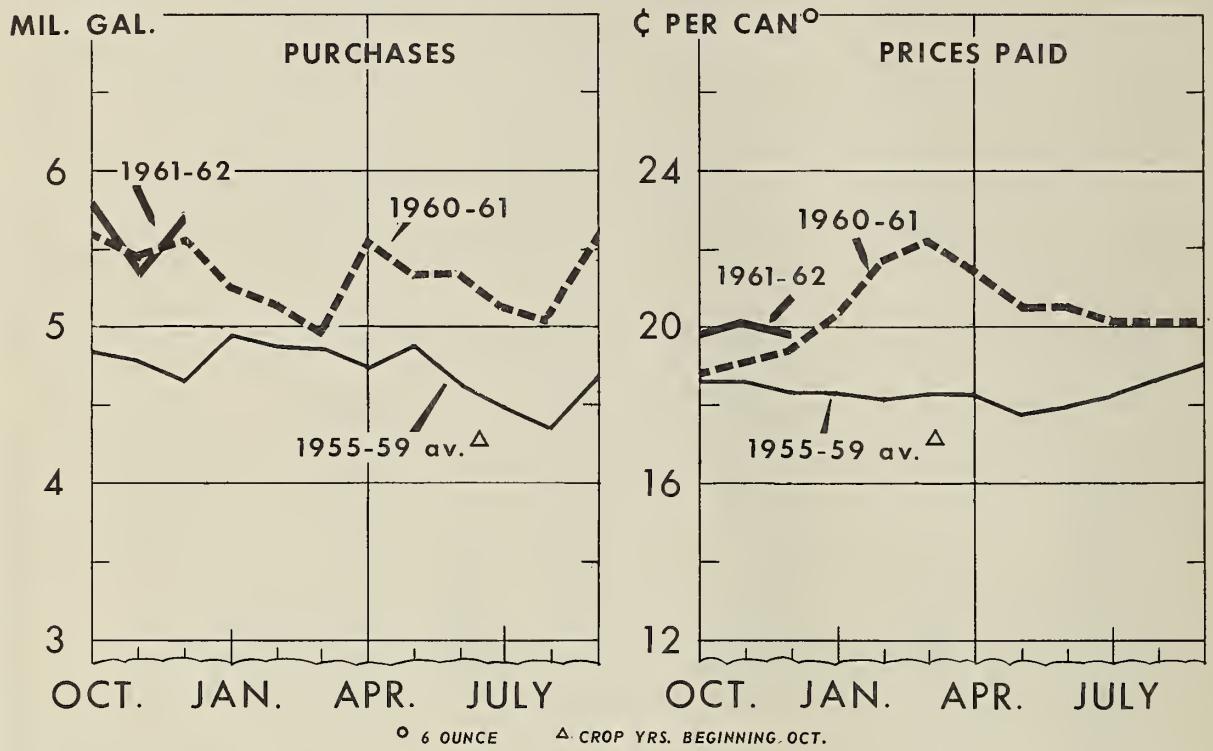


$\Delta$  INCLUDES MISS. FROZEN CONCENTRATE NOT SHOWN SEPARATELY.  
O CONCENTRATE, CHILLED AND CANNED.

Figure 1

# FROZEN CONCENTRATED ORANGE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 2

ECONOMIC RESEARCH SERVICE

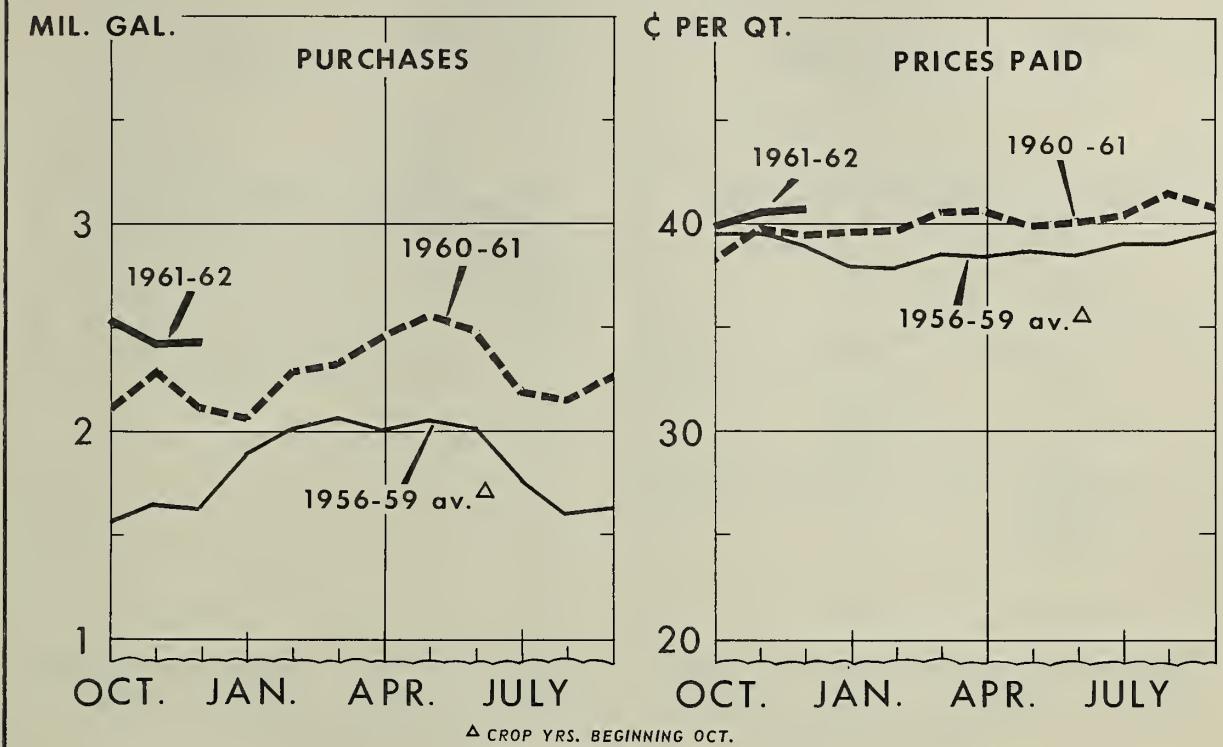
Table 2.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	1961- : 1960- : Average	1961- : 1960- : 1962	1961- : 1962	1961- : 1960- : 1961	1961- : 1962	1961- : 1960- : 1961	1961- : 1962	1961- : 1960- : Average	1961- : 1962	1961- : 1960- : Average
	1,000 gals.	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,784	5,616	4,837	29.8	29.1	46	46	19.9	18.8	18.7
Nov.	5,342	5,458	4,773	28.2	30.1	45	46	20.2	19.1	18.7
Dec.	5,728	5,552	4,656	29.8	30.1	46	45	19.9	19.4	18.3
Oct.-Dec.	16,854	16,626	14,266							
Jan.		5,257	4,942		30.2		41		20.3	18.3
Feb.		5,149	4,896		28.5		43		21.7	18.2
Mar.		4,966	4,868		28.1		43		22.1	18.3
Oct.-Mar.		31,998	28,972							
Apr.		5,547	4,751		29.5		45		21.4	18.3
May		5,325	4,894		29.2		45		20.5	17.8
Jun.		5,308	4,626		28.9		44		20.5	18.0
Oct.-Jun.		48,178	43,243							
Jul.		5,079	4,477		27.5		44		20.1	18.3
Aug.		5,006	4,352		27.2		44		20.1	18.7
Sep.		5,560	4,685		29.0		46		20.1	19.0
Season		63,823	56,757						20.3	18.4

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

# CHILLED ORANGE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 3

ECONOMIC RESEARCH SERVICE

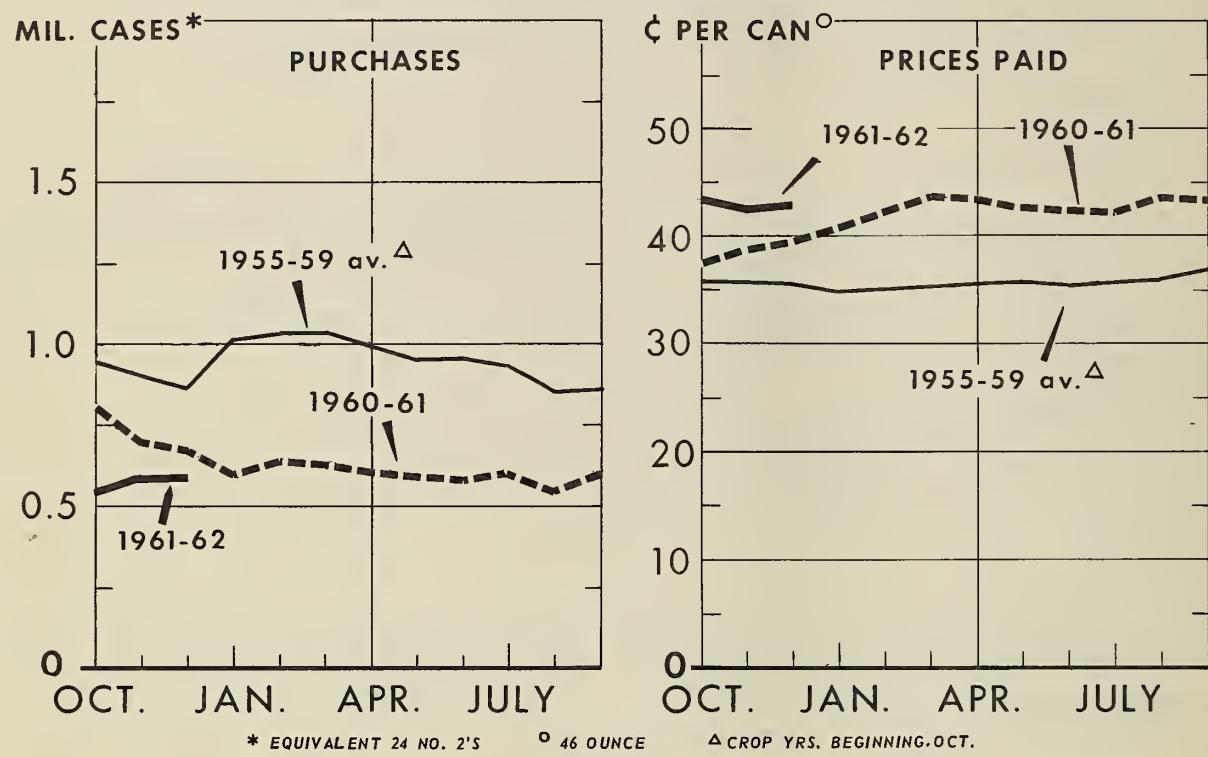
Table 3.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1961- 1962	1960- 1961	Average 1956-59	1961- 1962	1960- 1961	1961- 1962	1960- 1961	1961- 1962	1960- 1961	Average 1956-59
	1,000 gals.	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,521	2,112	1,565	5.0	4.7	119	109	39.9	38.2	39.5
Nov.	2,448	2,282	1,662	5.1	4.9	114	110	40.8	39.7	39.6
Dec.	2,410	2,122	1,651	5.1	4.6	111	112	40.9	39.4	38.9
Oct.-Dec.	7,379	6,516	4,878							
Jan.		2,070	1,899		4.7		104		39.6	38.0
Feb.		2,288	2,022		5.0		108		39.6	37.9
Mar.		2,332	2,071		4.9		114		40.6	38.6
Oct.-Mar.		13,206	10,870							
Apr.		2,475	2,012		5.4		110		40.6	38.5
May		2,553	2,060		5.4		114		39.9	38.7
Jun.		2,485	2,010		5.3		112		40.0	38.5
Oct.-Jun.		20,719	16,952							
Jul.		2,198	1,778		5.0		106		40.5	39.1
Aug.		2,166	1,626		4.8		108		41.5	39.1
Sep.		2,279	1,643		4.9		112		40.9	39.6
Season		27,362	21,999						40.1	38.8

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

# SINGLE-STRENGTH ORANGE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 4

ECONOMIC RESEARCH SERVICE

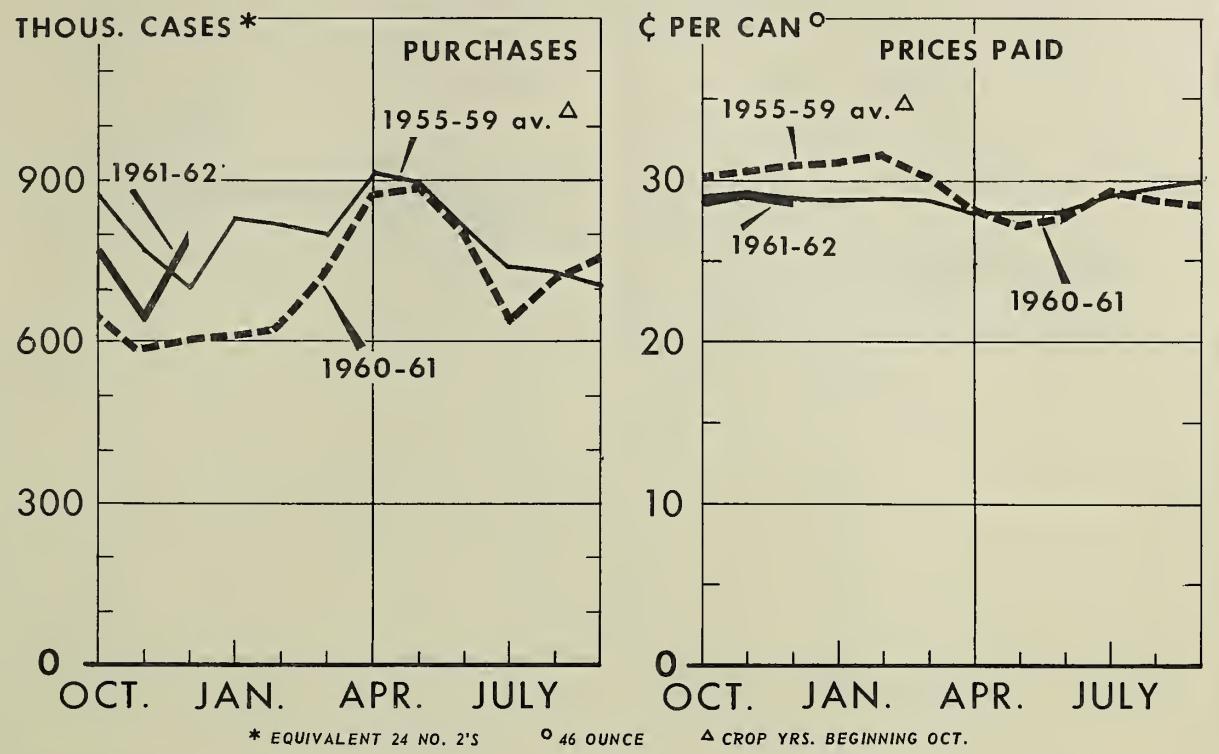
Table 4.--SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961- 1962	1960- 1961	Average 1955-59	1961- 1962	1960- 1961	1961- 1962	1960- 1961	1961- 1962	1960- 1961	Average 1955-59
	cases	cases	cases	Percent	Percent	ounces	ounces	cents	cents	cents
Oct.	559	811	954	5.1	7.3	88	92	43.6	37.5	35.7
Nov.	574	714	908	5.3	6.5	88	88	42.4	38.8	35.7
Dec.	579	667	874	5.2	6.2	89	90	43.1	39.2	35.7
Oct.-Dec.	1,712	2,192	2,736							
Jan.		607	1,023		5.8		86		40.8	34.8
Feb.		645	1,043		5.9		89		42.0	35.1
Mar.		621	1,050		5.9		84		43.5	35.2
Oct.-Mar.		4,065	5,852							
Apr.		600	996		5.6		86		43.2	35.6
May		593	953		5.4		90		42.5	35.7
Jun.		572	962		5.2		89		42.3	35.4
Oct.-Jun.		5,830	8,763							
Jul.		596	935		5.5		88		42.1	35.8
Aug.		550	858		5.1		86		43.7	36.0
Sep.		605	863		5.3		92		43.1	36.8
Season		7,581	11,419						41.4	35.6

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...  
432 ounces per case.

# SINGLE-STRENGTH GRAPEFRUIT JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 5

ECONOMIC RESEARCH SERVICE

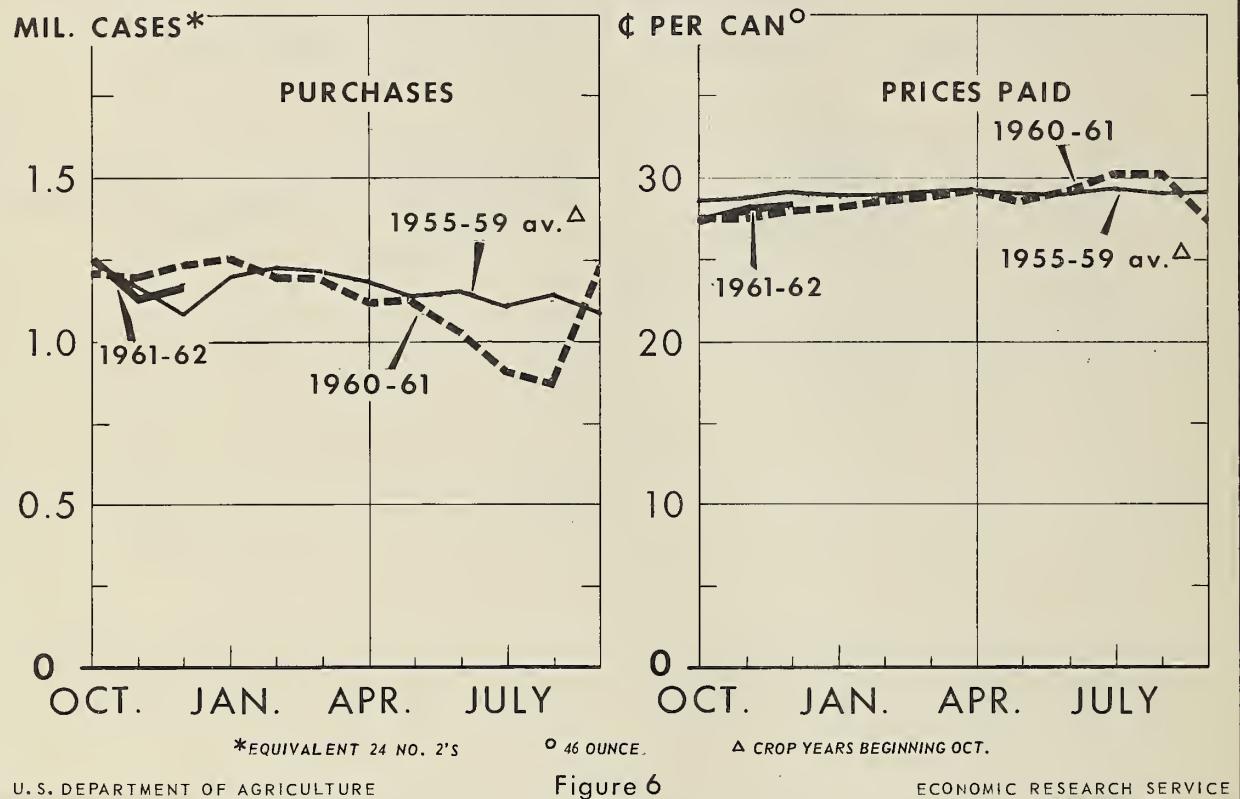
Table 5.--SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961- 1962	1960- 1961	Average 1955-59	1961- 1962	1960- 1961	1961- 1962	1960- 1961	1961- 1962	1960- 1961	Average 1955-59
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	774	648	871	5.7	5.5	108	97	28.7	30.1	28.9
Nov.	647	583	771	5.1	5.0	101	94	29.2	30.5	29.4
Dec.	796	606	704	5.7	5.0	113	102	28.4	31.0	28.9
Oct.-Dec.	2,217	1,837	2,346							
Jan.		614	830		5.4		89		31.1	28.7
Feb.		619	819		5.2		96		31.6	28.8
Mar.		736	804		5.4		110		30.2	28.7
Oct.-Mar.		3,806	4,799							
Apr.		871	911		6.3		112		27.9	28.1
May		881	898		6.3		113		27.0	28.0
Jun.		800	818		5.9		110		27.5	28.2
Oct.-Jun.		6,358	7,426							
Jul.		636	740		4.9		104		29.3	29.2
Aug.		721	730		5.4		109		28.3	29.5
Sep.		753	706		5.7		108		28.5	30.0
Season		8,468	9,602						29.2	28.8

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...  
432 ounces per case.

# SINGLE-STRENGTH PINEAPPLE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 6

ECONOMIC RESEARCH SERVICE

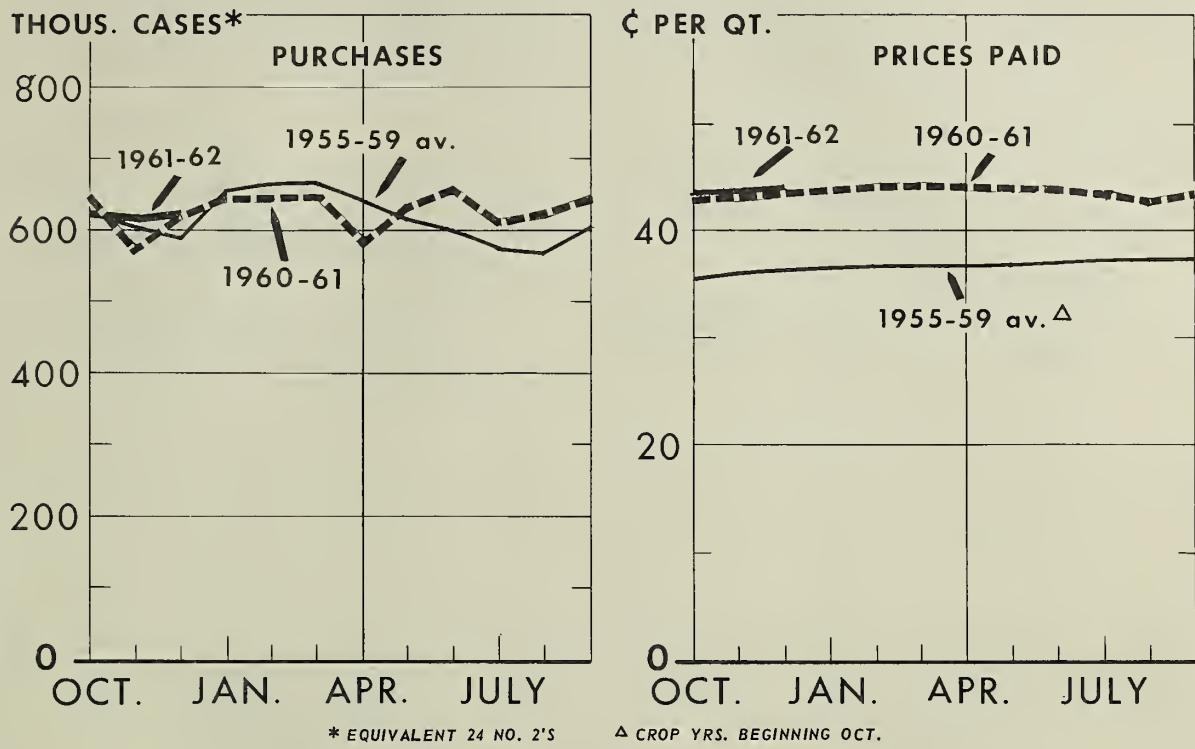
Table 6.--PINEAPPLE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can	
	1961-	1960-	Average	1961-	1960-	1961-	1960-	1961-	1960-
	1962	1961	1955-59	1962	1961	1962	1961	1962	1961
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,251	1,214	1,245	9.0	9.6	111	102	27.6	27.6
Nov.	1,158	1,208	1,168	9.5	9.3	98	103	27.9	27.7
Dec.	1,275	1,232	1,087	10.1	9.6	101	106	28.3	28.0
Oct.-Dec.	3,684	3,654	3,500						29.4
Jan.		1,255	1,205		10.7		99		28.3
Feb.		1,204	1,236		10.1		95		28.7
Mar.		1,188	1,218		10.0		98		29.0
Oct.-Mar.		7,301	7,159						29.3
Apr.			1,112	1,182	9.8		92		29.2
May			1,146	1,146	9.1		102		28.7
Jun.			1,036	1,158	9.0		93		29.2
Oct.-Jun.			10,595	10,645					29.2
Jul.			911	1,109	8.1		91		30.1
Aug.			891	1,149	7.7		93		30.1
Sep.			1,222	1,095	9.6		103		29.3
Season			13,619	13,998					28.6

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24. No. 2 cans...432 ounces per case.

# PRUNE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 7

ECONOMIC RESEARCH SERVICE

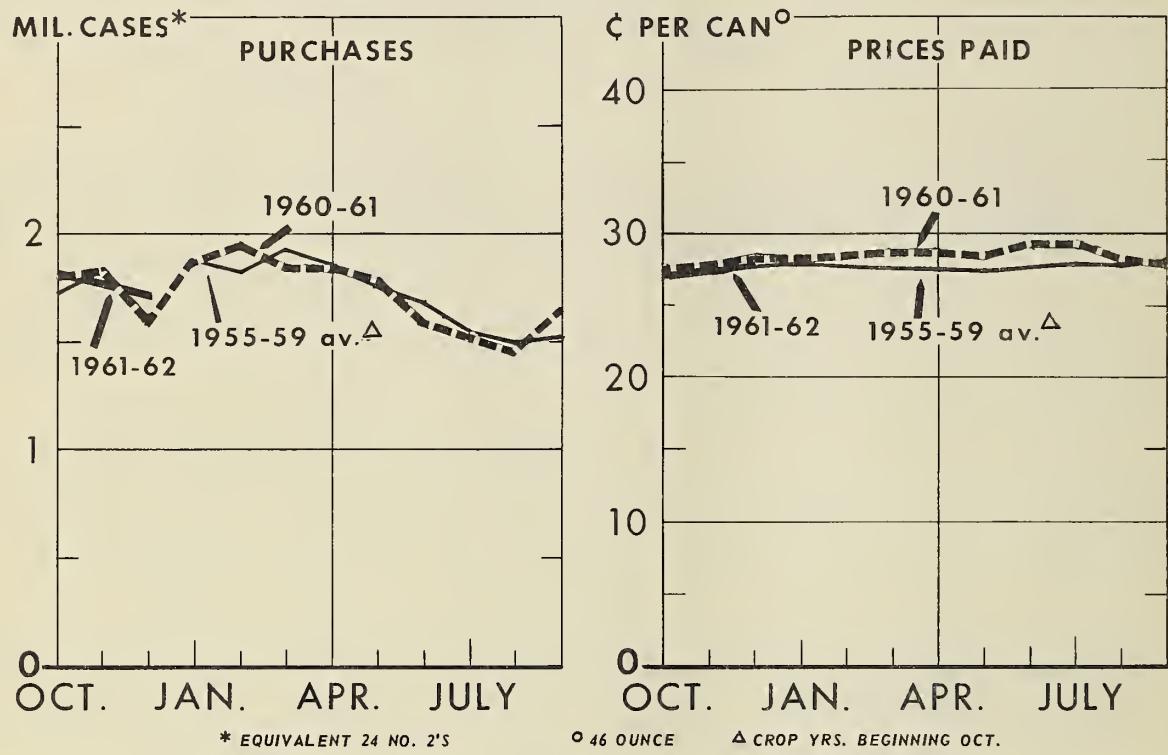
Table 7.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1961- 1962	1960- 1961	Average 1955-59	1961- 1962	1960- 1961	1961- 1962	1960- 1961	1961- 1962	1960- 1961	Average 1955-59
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	634	648	629	6.5	7.3	78	72	43.5	43.3	35.4
Nov.	611	570	605	6.3	6.4	78	72	43.8	43.2	36.1
Dec.	628	620	590	6.7	6.4	75	78	43.9	43.5	36.2
Oct.-Dec.	1,873	1,838	1,824							
Jan.		643	655		6.9		78		43.9	36.4
Feb.		643	666		6.9		74		44.1	36.7
Mar.		648	665		7.2		73		44.1	36.8
Oct.-Mar.		3,772	3,810							
Apr.		584	640		6.4		74		44.1	36.7
May		631	616		6.9		75		43.9	36.9
Jun.		657	602		7.2		74		43.7	36.9
Oct.-Jun.		5,644	5,668							
Jul.		611	574		6.6		75		43.6	37.1
Aug.		622	570		6.3		80		43.2	37.1
Sep.		648	607		6.9		76		43.7	37.1
Season		7,525	7,419						43.7	36.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

# TOMATO JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 8

ECONOMIC RESEARCH SERVICE

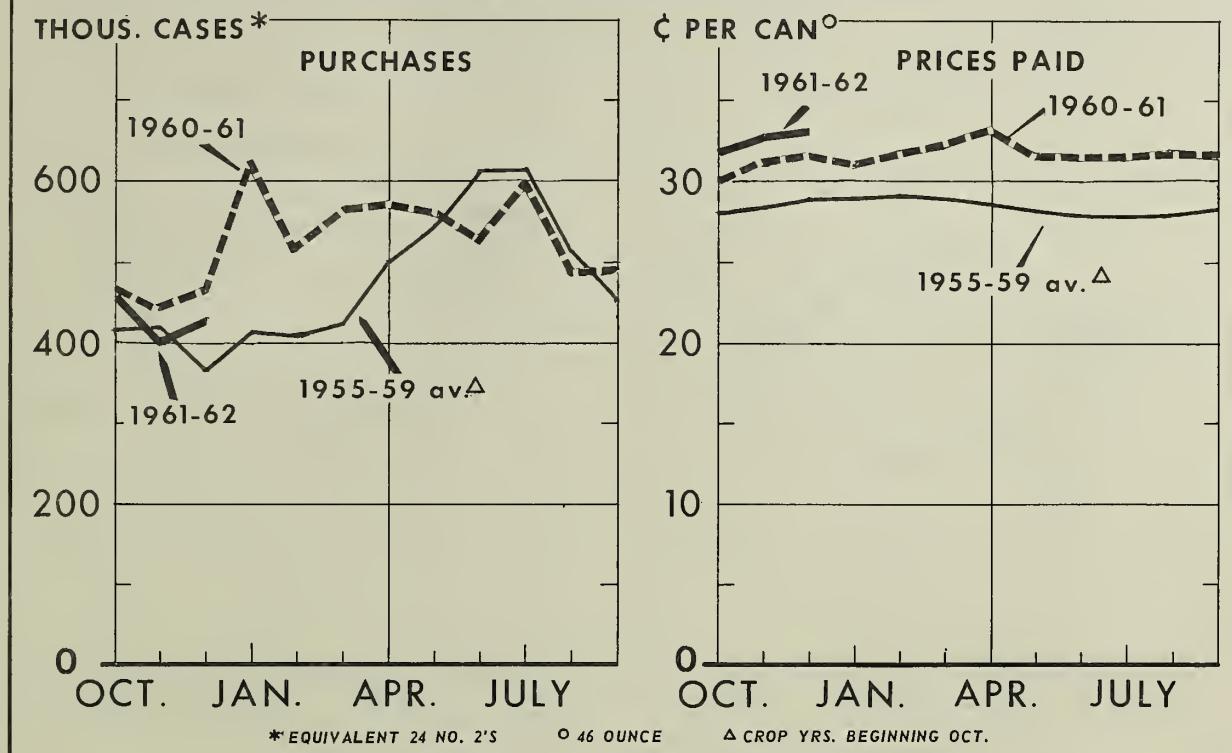
Table 8.--TOMATO JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can	
	1961-	1960-	Average	1961-	1960-	1961-	1960-	1961-	1960-
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,780	1,815	1,734	14.8	15.2	97	98	27.1	27.8
Nov.	1,766	1,829	1,835	15.4	15.9	92	89	27.3	27.9
Dec.	1,744	1,580	1,604	15.3	14.7	92	90	28.0	28.5
Oct.-Dec.	5,290	5,224	5,173						
Jan.		1,871	1,877		16.8		88		28.4
Feb.		1,958	1,819		16.7		96		28.7
Mar.		1,854	1,916		16.6		94		28.6
Oct.-Mar.		10,907	10,785						
Apr.		1,855	1,853		16.5		91		28.7
May		1,771	1,750		15.5		93		28.4
Jun.		1,597	1,698		14.5		90		29.4
Oct.-Jun.		16,130	16,086						
Jul.		1,511	1,545		13.6		90		29.3
Aug.		1,463	1,487		12.9		92		28.4
Sep.		1,677	1,528		14.5		93		27.8
Season		20,781	20,646						

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...  
432 ounces per case.

# SINGLE-STRENGTH ORANGE DRINK

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 9

ECONOMIC RESEARCH SERVICE

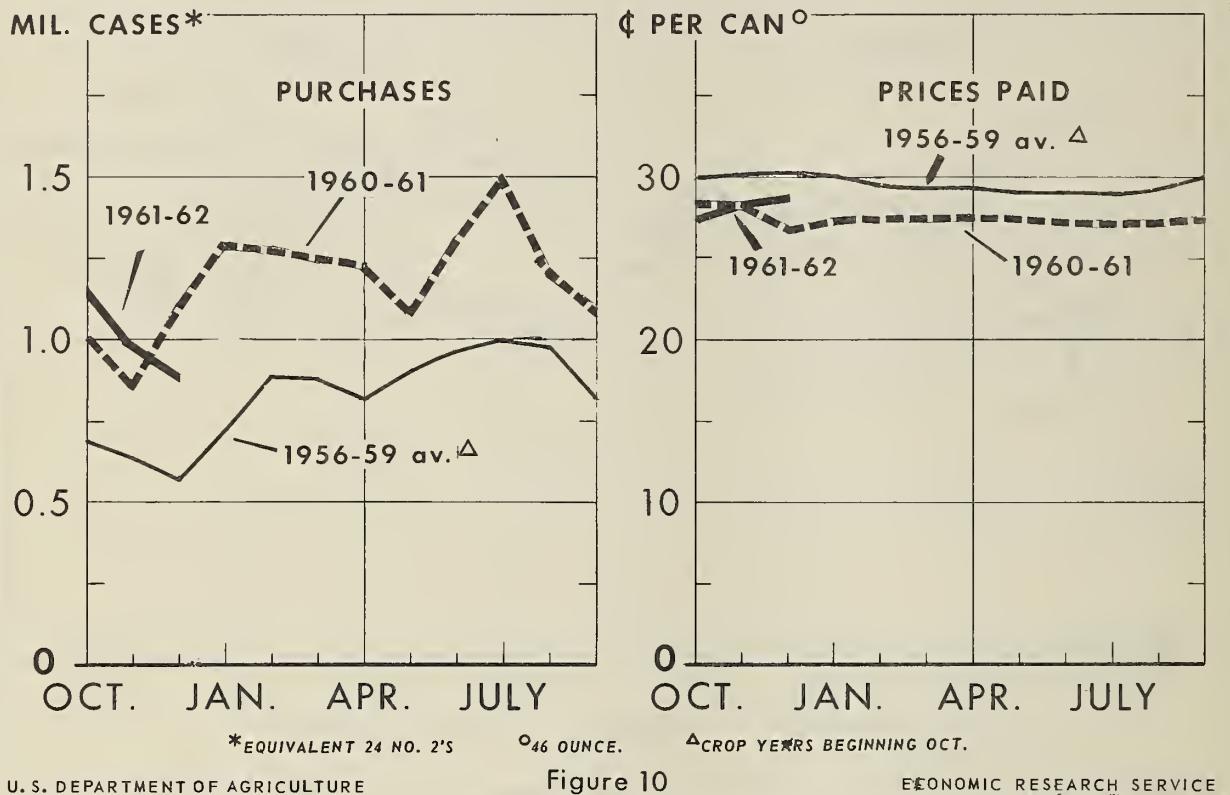
Table 9.--SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961- cases	1960- cases	Average cases	1961- Percent	1960- Percent	1961- Ounces	1960- Ounces	1961- Cents	1960- Cents	Average Cents
	1962	1961	1955-59	1962	1961	1962	1961	1962	1961	1955-59
Oct.	458	469	414	3.3	3.3	110	117	32.0	30.0	28.3
Nov.	400	444	418	2.8	3.1	113	110	32.7	31.3	28.5
Dec.	423	466	367	3.0	3.3	113	113	32.8	31.6	29.0
Oct.-Dec.	1,281	1,379	1,199							
Jan.		628	416		4.5		111		31.0	29.0
Feb.		514	409		3.7		111		31.7	29.4
Mar.		561	422		4.0		112		32.2	29.0
Oct.-Mar.		3,082	2,446							
Apr.		574	501		4.0		117		33.2	28.6
May		564	542		4.2		109		31.5	28.4
Jun.		528	614		4.4		98		31.4	27.9
Oct.-Jun.		4,748	4,103							
Jul.		596	614		4.7		103		31.4	27.9
Aug.		488	561		4.1		95		31.9	27.9
Sep.		490	455		3.7		108		31.7	28.4
Season		6,322	5,733						31.6	28.4

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

# PINEAPPLE-GRAPEFRUIT DRINK

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 10

ECONOMIC RESEARCH SERVICE

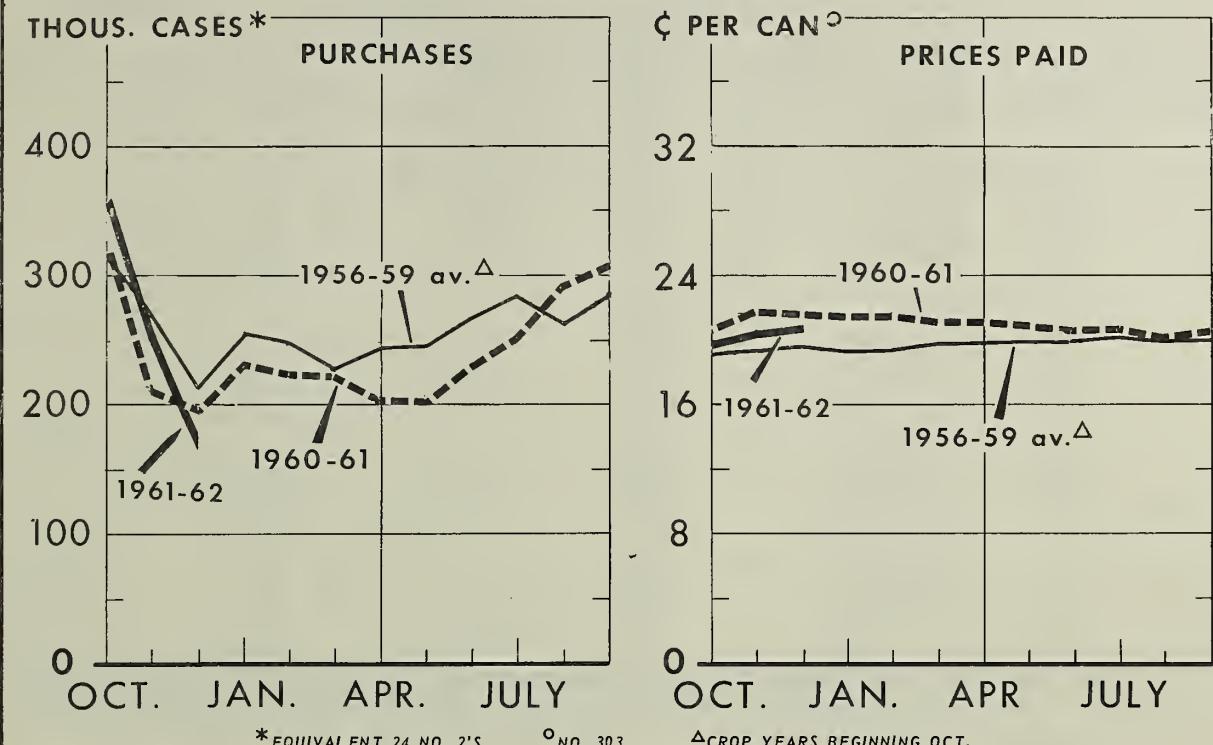
Table 10.--PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-	1960-	Average	1961-	1960-	1961-	1960-	1961-	1960-	Average
	1962	1961	1956-59	1962	1961	1962	1961	1962	1961	1956-59
Oct.	1,156	1,012	682	7.9	7.2	117	118	27.5	28.5	30.0
Nov.	970	855	644	7.2	6.8	109	105	28.0	28.4	30.2
Dec.	875	1,115	567	6.3	7.6	112	123	28.3	26.8	30.4
Oct.-Dec.	3,001	2,982	1,893							
Jan.		1,302	725		8.9		124		27.4	30.1
Feb.		1,274	895		8.8		117		27.5	29.4
Mar.		1,254	885		8.3		129		27.7	29.3
Oct.-Mar.		6,812	4,398							
Apr.		1,226	825		8.5		118		27.7	29.5
May		1,067	913		7.5		116		27.6	29.0
Jun.		1,313	971		8.6		124		27.0	29.1
Oct.-Jun.		10,418	7,107							
Jul.		1,498	998		9.3		129		27.1	29.0
Aug.		1,199	979		7.9		122		27.0	29.2
Sep.		1,098	822		7.5		118		27.4	30.0
Season		14,213	9,906						27.5	29.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

# CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 11

ECONOMIC RESEARCH SERVICE

Table 11.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per No. 303 can		
	1961- : 1960- : Average	1961- : 1960- : 1956-59	1961- : 1962 :	1961- : 1962 :	1961- : 1960- : 1961 :	1961- : 1962 :	1961- : 1960- : 1961 :	1961- : 1960- : 1956-59		
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	357	318	316	5.3	5.1	60	57	19.8	20.7	19.3
Nov.	251	212	274	3.7	3.7	61	51	20.2	21.7	19.4
Dec.	174	193	214	3.2	3.4	49	51	20.8	21.5	19.6
Oct.-Dec.	782	723	804							
Jan.		234	255		3.9		54		21.4	19.4
Feb.		226	248		3.9		52		21.4	19.4
Mar.		221	227		3.9		52		21.1	19.7
Oct.-Mar.		1,404	1,534							
Apr.		206	242		3.4		55		21.1	19.7
May		209	246		3.7		50		21.0	19.9
Jun.		228	266		4.0		51		20.6	20.0
Oct.-Jun.		2,047	2,288							
Jul.		252	283		4.0		56		20.7	20.1
Aug.		292	263		4.5		59		20.2	20.0
Sep.		310	284		4.5		61		20.4	20.0
Season		2,901	3,118						20.9	19.7

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 480 ounces per case.

Table 12.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date 1/

Period 2/	Total purchases		Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can	
	1961-	1960-	1961-	1960-	1961-	1960-	1961-	1960-
	1962	1961	1962	1961	1962	1961	1962	1961
Oct.	1,542	1,458	17.3	18.0	72	67	36.9	36.5
Nov.	1,416	1,456	16.9	18.3	67	66	36.8	37.1
Dec.	1,416	1,510	17.2	18.2	66	66	36.7	37.1
Oct.-Dec.	4,374	4,424						
Jan.		1,462		18.6		64		37.9
Feb.		1,497		17.7		67		37.9
Mar.		1,569		19.0		66		37.9
Oct.-Mar.		8,952						
Apr.		1,669		19.1		71		36.6
May		1,603		18.9		69		37.3
Jun.		1,540		19.5		64		36.8
Oct.-Jun.		13,764						
Jul.		1,531		18.8		66		36.8
Aug.		1,383		17.5		64		37.1
Sep.		1,473		18.1		66		37.6
Season		18,151						37.2

1/ All juices other than orange, grapefruit, pineapple, prune and tomato. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 13.--MISCELLANEOUS CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date 1/

Period 2/	Total purchases		Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can	
	1961-	1960-	1961-	1960-	1961-	1960-	1961-	1960-
	1962	1961	1962	1961	1962	1961	1962	1961
Oct.	1,487	1,505	10.9	11.2	109	113	34.0	34.2
Nov.	1,366	1,307	11.0	10.1	100	109	35.1	34.5
Dec.	1,404	1,329	10.9	10.4	103	104	35.1	34.9
Oct.-Dec.	4,257	4,141						
Jan.		1,394		10.8		106		34.3
Feb.		1,530		11.4		109		34.1
Mar.		1,554		11.3		114		34.4
Oct.-Mar.		8,619						
Apr.		1,819		12.7		117		34.3
May		1,970		13.5		118		33.9
Jun.		2,224		15.1		120		33.7
Oct.-Jun.		14,632						
Jul.		2,215		15.2		118		33.2
Aug.		1,967		14.3		111		33.7
Sep.		1,862		13.2		114		33.5
Season		20,676						34.0

1/ All drinks other than orange and pineapple-grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparison. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 14.--TOTAL SINGLE-STRENGTH CANNED JUICES AND CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, and purchase per buying family, October 1960 to date

Period 1/	Juices						Fruit drinks					
	Total purchases		Proportion of families buying		Purchase per buying family		Total purchases		Proportion of families buying		Purchase per buying family	
	1961- : 1962	1960- : 1961	1961- : 1962	1960- : 1961	1961- : 1962	1960- : 1961	1961- : 1962	1960- : 1961	1961- : 1962	1960- : 1961	1961- : 1962	1960- : 1961
	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces
Oct.	6,540	6,594	40.5	NA	130	NA	3,101	2,986	18.7	NA	133	NA
Nov.	6,172	6,360	40.5	NA	122	NA	2,736	2,606	18.2	NA	121	NA
Dec.	6,438	6,215	41.5	NA	124	NA	2,702	2,910	17.6	NA	123	NA
Oct.-Dec.	19,150	19,169					8,539	8,502				
Jan.		6,452		44.1		118		3,324		20.0		137
Feb.		6,566		43.4		125		3,318		20.1		137
Mar.		6,616		43.7		123		3,369		19.6		145
Oct.-Mar.		38,803						18,513				
Apr.		6,691		44.0		123		3,619		21.0		140
May		6,625		42.7		126		3,601		20.8		140
Jun.		6,202		42.2		119		4,065		23.2		142
Oct.-Jun.		58,321						29,798				
Jul.		5,796		40.0		117		4,309		23.8		146
Aug.		5,630		39.0		116		3,654		22.1		133
Sep.		6,378		41.6		124		3,450		20.4		137
Season		76,125						41,211				

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons.

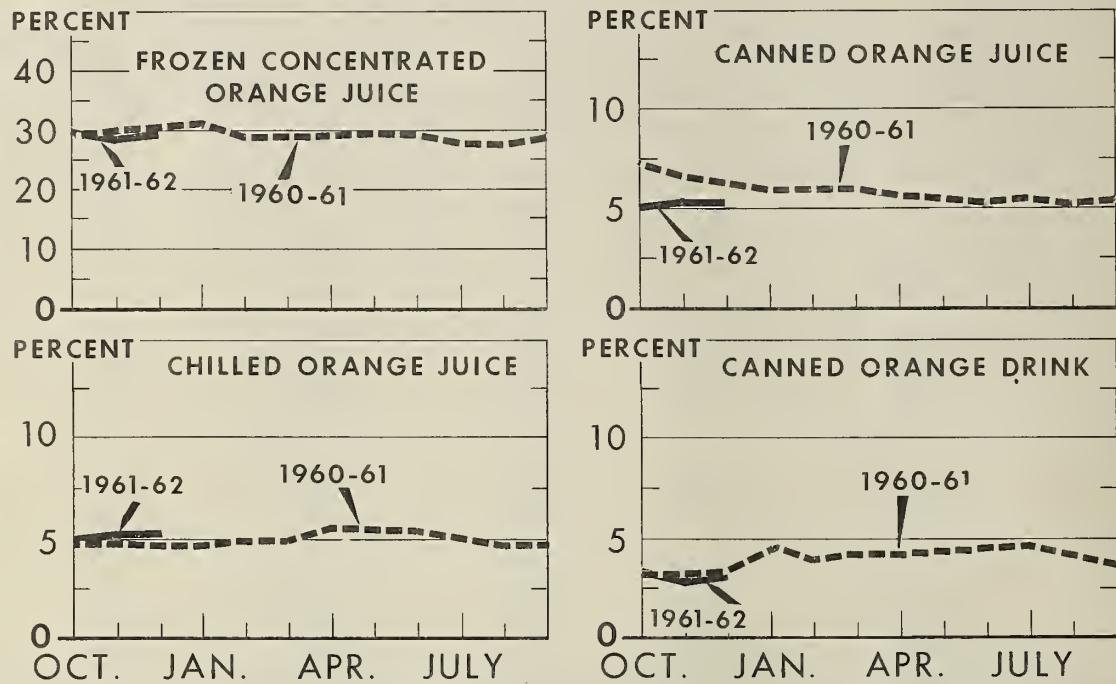
Equivalent cases 24 No. 2 cans...432 ounces per case. NA - not available.

Table 15.--Consumer purchases of selected citrus products as equivalent boxes of fresh oranges and fresh grapefruit, October 1960 to date

Period 1/	Oranges						Grapefruit					
	Frozen concentrate		Canned single-strength juice		Chilled juice 2/		Canned single-strength juice		Canned sections			
	1961- : 1962	1960- : 1961	1961- : 1962	1960- : 1961	1961- : 1962	1960- : 1961	1961- : 1962	1960- : 1961	1962- : 1961	1961- : 1962	1960- : 1961	
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	
Oct.	3,835	3,774	326	474	436	365	563	480	248	221		
Nov.	3,542	3,668	335	417	424	395	471	432	175	148		
Dec.	3,798	3,731	338	390	417	367	579	449	121	139		
Oct.-Dec.	11,175	11,173	999	1,281	1,277	1,127	1,613	1,361	544	508		
Jan.		3,654		350		358		449		163		
Feb.		3,579		372		391		452		151		
Mar.		3,451		358		399		538		148		
Oct.-Mar.		21,857		2,361		2,275		2,800		970		
Apr.		3,694		350		428		632		143		
May		3,546		346		442		640		145		
Jun.		3,535		333		430		581		159		
Oct.-Jun.		32,632		3,390		3,575		4,653		1,417		
Jul.		3,367		348		380		463		175		
Aug.		3,319		321		375		525		203		
Sep.		3,686		353		394		548		216		
Season		43,004		4,412		4,724		6,189		2,011		

1/ Data are for 4-week (28-day) periods to facilitate comparisons. 2/ Based on yield of canned single-strength orange juice.

## PERCENTAGE OF FAMILIES BUYING ORANGE PRODUCTS

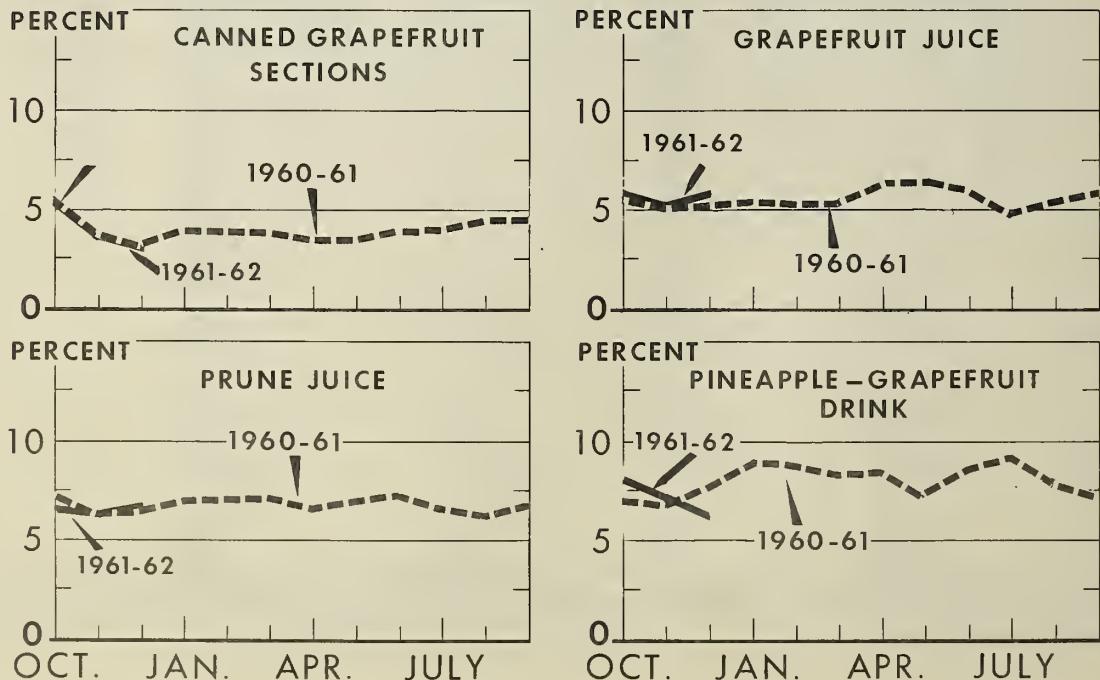


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Figure 12

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## PERCENTAGE OF FAMILIES BUYING GRAPEFRUIT AND OTHER PRODUCTS



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Figure 13

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